

## INVOICE



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

**Greer Margolis Mitchell Burns**  
**Attention: Accounts Payable**  
**1010 Wisconsin Ave, Suite 800**  
**Washington, DC 20007**

Invoice #	Invoice Date	Invoice Month	Invoice Period
948760-1	09/23/12	September 2012	08/27/12 - 09/17/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washington	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A -30'S	1536

Flight Dates	Order #	Alt Order #
09/11/12 - 09/17/12	948760	07894909

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	09/12/12	09/14/12	M-F WXII 12 News @ 5 a 5-6am		--WTF--	:30	4	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 --WTF-- 4 \$110.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 5:20 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12G104H \$110.00 NM									
2 WXII Th 09/13/12 5:28 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12G104H \$110.00 NM									
4 WXII Th 09/13/12 5:53 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z107H \$110.00 NM									
3 WXII F 09/14/12 5:12 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z107H \$110.00 NM									
2	09/17/12	09/17/12	M-F WXII 12 News @ 5 a 5-6am		M-----	:30	1	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 M----- 1 \$110.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 5:53 AM M-F WXII 12 News @ 5 am 5-6am :30 OFA12Z118 \$110.00 NM									
3	09/12/12	09/14/12	M-F WXII 12 News @ 6 a 6-7am		--WTF--	:30	4	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 --WTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXII W 09/12/12 6:12 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z107H \$250.00 NM									
2 WXII Th 09/13/12 6:43 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12G104H \$250.00 NM									
1 WXII F 09/14/12 6:23 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12G104H \$250.00 NM									
3 WXII F 09/14/12 6:51 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z107H \$250.00 NM									
4	09/17/12	09/17/12	M-F WXII 12 News @ 6 a 6-7am		M-----	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 6:22 AM M-F WXII 12 News @ 6 am 6-7am :30 OFA12Z107H \$250.00 NM									
5	09/12/12	09/14/12	NBC Today Show	7-9am	--WTF--	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 --WTF-- 4 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII W 09/12/12 7:22 AM NBC Today Show 7-9am :30 OFA12G104H \$175.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser		Product	Estimate Number
Obama/D/President		SKED A -30'S	1536

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	09/12/12	09/14/12	NBC Today Show	7-9am	--WTF--	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 8:50 AM NBC Today Show 7-9am :30 OFA12Z107H \$175.00 NM									
4 WXII Th 09/13/12 8:42 AM NBC Today Show 7-9am :30 OFA12Z107H \$175.00 NM									
3 WXII F 09/14/12 7:58 AM NBC Today Show 7-9am :30 OFA12G104H \$175.00 NM									
6	09/17/12	09/17/12	NBC Today Show	7-9am	M-----	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 8:37 AM NBC Today Show 7-9am :30 OFA12Z118 \$175.00 NM									
7	09/15/12	09/15/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 -----S- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 09/15/12 9:59 AM NBC Saturday Today 8-10am :30 OFA12G104H \$125.00 NM									
8	09/16/12	09/16/12	NBC Sunday Today	8-9am	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 -----S 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/16/12 8:23 AM NBC Sunday Today 8-9am :30 OFA12Z107H \$225.00 NM									
9	09/16/12	09/16/12	NBC Meet the Press	9-10am	-----S	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 -----S 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/16/12 10:00 AM NBC Meet the Press 9-10am :30 OFA12Z118 \$150.00 NM									
10	09/12/12	09/14/12	Live with Regis & Kelly	9-10AM	--WTF--	:30	4	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 9:31 AM Live with Regis & Kelly 9-10AM :30 OFA12G104H \$100.00 NM									
2 WXII Th 09/13/12 9:23 AM Live with Regis & Kelly 9-10AM :30 OFA12G104H \$100.00 NM									
4 WXII Th 09/13/12 9:48 AM Live with Regis & Kelly 9-10AM :30 OFA12Z107H \$100.00 NM									
3 WXII F 09/14/12 9:27 AM Live with Regis & Kelly 9-10AM :30 OFA12Z107H \$100.00 NM									
11	09/17/12	09/17/12	Live with Regis & Kelly	9-10AM	M-----	:30	1	\$65.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 9:50 AM Live with Regis & Kelly 9-10AM :30 OFA12Z107H \$65.00 NM									
12	09/12/12	09/14/12	NBC Today Show II	10A-12N	--WTF--	:30	4	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$40.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 11:28 AM NBC Today Show II 10A-12N :30 OFA12Z107H \$40.00 NM									
2 WXII W 09/12/12 11:59 AM NBC Today Show II 10A-12N :30 OFA12G104H \$40.00 NM									
4 WXII Th 09/13/12 10:59 AM NBC Today Show II 10A-12N :30 OFA12G104H \$40.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
948760-1	09/23/12	September 2012	08/27/12 - 09/17/12
Advertiser		Product	Estimate Number
Obama/D/President		SKED A -30'S	1536

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	09/12/12	09/14/12	NBC Today Show II	10A-12N	--WTF--	:30	4	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII F 09/14/12 11:27 AM NBC Today Show II 10A-12N :30 OFA12G104H \$40.00 NM									
13	09/17/12	09/17/12	NBC Today Show II	10A-12N	M-----	:30	1	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$40.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 11:28 AM NBC Today Show II 10A-12N :30 OFA12Z118 \$40.00 NM									
14	09/12/12	09/14/12	M-F WXII 12 News @ No:12-1pm		--WTF--	:30	4	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Th 09/13/12 12:29 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z107H \$50.00 NM									
1 WXII Th 09/13/12 12:59 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12G104H \$50.00 NM									
3 WXII F 09/14/12 12:10 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z107H \$50.00 NM									
4 WXII F 09/14/12 12:45 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12G104H \$50.00 NM									
15	09/17/12	09/17/12	M-F WXII 12 News @ No:12-1pm		M-----	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 12:59 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12Z107H \$50.00 NM									
16	09/12/12	09/14/12	M-F 3-4P	M-F 3-4P	--WTF--	:30	4	\$70.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$70.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 3:51 PM M-F 3-4P M-F 3-4P :30 OFA12Z107H \$70.00 NM									
2 WXII Th 09/13/12 3:31 PM M-F 3-4P M-F 3-4P :30 OFA12Z107H \$70.00 NM									
4 WXII Th 09/13/12 3:59 PM M-F 3-4P M-F 3-4P :30 OFA12G104H \$70.00 NM									
3 WXII F 09/14/12 3:12 PM M-F 3-4P M-F 3-4P :30 OFA12Z107H \$70.00 NM									
17	09/17/12	09/17/12	M-F 3-4P	M-F 3-4P	M-----	:30	1	\$85.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$85.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 3:33 PM M-F 3-4P M-F 3-4P :30 OFA12Z118 \$85.00 NM									
18	09/12/12	09/14/12	DR. OZ	M-F 4-5p	--WTF--	:30	4	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 4:45 PM DR. OZ M-F 4-5p :30 OFA12G104H \$125.00 NM									
2 WXII Th 09/13/12 4:20 PM DR. OZ M-F 4-5p :30 OFA12Z107H \$125.00 NM									
4 WXII Th 09/13/12 4:39 PM DR. OZ M-F 4-5p :30 OFA12G104H \$125.00 NM									
3 WXII F 09/14/12 4:25 PM DR. OZ M-F 4-5p :30 OFA12G104H \$125.00 NM									
19	09/17/12	09/17/12	DR. OZ	M-F 4-5p	M-----	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$150.00									

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948760-1	09/23/12	September 2012	08/27/12 - 09/17/12
Advertiser		Product	Estimate Number
Obama/D/President		SKED A -30'S	1536

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
19	09/17/12	09/17/12	DR. OZ	M-F 4-5p	M-----	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 4:15 PM DR. OZ M-F 4-5p :30 OFA12Z107H \$150.00 NM									
20	09/12/12	09/14/12	M-F WXII 12 News @ 5 p5-6pm		--WTF--	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXII W 09/12/12 5:19 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z107H \$175.00 NM									
2 WXII Th 09/13/12 5:21 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z107H \$175.00 NM									
1 WXII Th 09/13/12 5:42 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12G104H \$175.00 NM									
3 WXII F 09/14/12 5:28 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z107H \$175.00 NM									
21	09/17/12	09/17/12	M-F WXII 12 News @ 5 p5-6pm		M-----	:30	2	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 2 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII M 09/17/12 5:25 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z118 \$175.00 NM									
1 WXII M 09/17/12 5:45 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12Z107H \$175.00 NM									
22	09/12/12	09/14/12	M-F WXII 12 News @ 6 p6-630pm		--WTF--	:30	4	\$325.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXII W 09/12/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G104H \$325.00 NM									
2 WXII Th 09/13/12 6:23 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z107H \$325.00 NM									
1 WXII F 09/14/12 6:13 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G104H \$325.00 NM									
3 WXII F 09/14/12 6:27 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z107H \$325.00 NM									
23	09/17/12	09/17/12	M-F WXII 12 News @ 6 p6-630pm		M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 6:12 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12Z118 \$600.00 NM									
24	09/12/12	09/14/12	M-Sun Nightly News	630p-7p	--WTF--	:30	4	\$325.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXII W 09/12/12 7:00 PM M-Sun Nightly News 630p-7p :30 OFA12G104H \$325.00 NM									
1 WXII Th 09/13/12 6:51 PM M-Sun Nightly News 630p-7p :30 OFA12G104H \$325.00 NM									
2 WXII Th 09/13/12 7:01 PM M-Sun Nightly News 630p-7p :30 OFA12Z107H \$325.00 NM									
3 WXII F 09/14/12 7:00 PM M-Sun Nightly News 630p-7p :30 OFA12G104H \$325.00 NM									
25	09/17/12	09/17/12	M-Sun Nightly News	630p-7p	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 6:51 PM M-Sun Nightly News 630p-7p :30 OFA12Z107H \$600.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
26	09/16/12	09/16/12	Su WXII 12 News @ 6 pm 6-630pm		-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 -----S 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/16/12 6:20 PM Su WXII 12 News @ 6 pm 6-630pm :30 OFA12Z107H \$225.00 NM									
27	09/12/12	09/14/12	Inside Edition	7-730pm	--WTF--	:30	4	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 --WTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII W 09/12/12 7:22 PM Inside Edition 7-730pm :30 OFA12Z107H \$250.00 NM									
1 WXII Th 09/13/12 7:13 PM Inside Edition 7-730pm :30 OFA12G104H \$250.00 NM									
2 WXII Th 09/13/12 7:28 PM Inside Edition 7-730pm :30 OFA12Z107H \$250.00 NM									
4 WXII F 09/14/12 7:27 PM Inside Edition 7-730pm :30 OFA12Z107H \$250.00 NM									
28	09/17/12	09/17/12	Inside Edition	7-730pm	M-----	:30	1	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 7:27 PM Inside Edition 7-730pm :30 OFA12Z118 \$250.00 NM									
29	09/12/12	09/14/12	Entertainment Tonight	730-8pm	--WTF--	:30	4	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 --WTF-- 4 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 7:39 PM Entertainment Tonight 730-8pm :30 OFA12G104H \$225.00 NM									
4 WXII W 09/12/12 7:56 PM Entertainment Tonight 730-8pm :30 OFA12Z107H \$225.00 NM									
3 WXII Th 09/13/12 7:47 PM Entertainment Tonight 730-8pm :30 OFA12G104H \$225.00 NM									
2 WXII F 09/14/12 7:57 PM Entertainment Tonight 730-8pm :30 OFA12G104H \$225.00 NM									
30	09/17/12	09/17/12	Entertainment Tonight	730-8pm	M-----	:30	1	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 M----- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 7:42 PM Entertainment Tonight 730-8pm :30 OFA12Z107H \$225.00 NM									
31	09/15/12	09/15/12	Entertainment This Week	7-8pm	-----S-	:30	1	\$75.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 -----S- 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 09/15/12 7:18 PM Entertainment This Week 7-8pm :30 OFA12Z107H \$75.00 NM									
32	09/17/12	09/17/12	Mon NBC Prime Other	Prime Other	M-----	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 M----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 8:48 PM Mon NBC Prime Other Prime Other :30 OFA12Z118 \$1,000.00 NM									
33	09/12/12	09/12/12	GUYS W KIDS/THE NEW	10-11pm	--W----	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 --W---- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser). We warrant that the actual broadcast information shown on this invoice was taken from the program log.

## INVOICE

Send Payment To:



**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

www.wxii12.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
948760-1	09/23/12	September 2012	08/27/12 - 09/17/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A -30'S	1536	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
33	09/12/12	09/12/12	GUYS W KIDS/THE NEW	10-11pm	--W----	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 10:19 PM GUYS W KIDS/THE NEW NORM 10-11pm :30 OFA12G104H \$1,600.00 NM									
34	09/14/12	09/14/12	DATELINE	10-11pm	----F--	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 ----F-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII F 09/14/12 10:34 PM DATELINE 10-11pm :30 OFA12Z107H \$1,000.00 NM									
35	09/12/12	09/15/12	M-Su WXII 12 News @ 1	11-1135pm	--WTFS-	:30	5	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTFS- 5 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 11:25 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z107H \$250.00 NM									
2 WXII Th 09/13/12 11:19 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z107H \$250.00 NM									
3 WXII F 09/14/12 11:06 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12G104H \$250.00 NM									
4 WXII Sa 09/15/12 11:09 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12G104H \$250.00 NM									
5 WXII Sa 09/15/12 11:28 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z107H \$250.00 NM									
36	09/17/12	09/17/12	M-Su WXII 12 News @ 1	11-1135pm	M-----	:30	1	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 09/17/12 11:29 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12Z107H \$250.00 NM									
37	09/12/12	09/14/12	NBC Tonight Show	1135pm-1237am	--WTF--	:30	4	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 12:30 AM NBC Tonight Show 1135pm-1237am :30 OFA12G104H \$100.00 NM									
2 WXII Th 09/13/12 12:06 AM NBC Tonight Show 1135pm-1237am :30 OFA12G104H \$100.00 NM									
4 WXII F 09/14/12 11:46 PM NBC Tonight Show 1135pm-1237am :30 OFA12Z107H \$100.00 NM									
3 WXII F 09/14/12 12:24 AM NBC Tonight Show 1135pm-1237am :30 OFA12G104H \$100.00 NM									
38	09/12/12	09/14/12	Late Night w/Jimmy Fallon	1237xm-136xm	--WTF--	:30	4	\$15.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 --WTF-- 4 \$15.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 1:27 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12Z107H \$15.00 NM									
4 WXII Th 09/13/12 1:10 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12Z107H \$15.00 NM									
2 WXII Th 09/13/12 1:27 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12G104H \$15.00 NM									
3 WXII F 09/14/12 1:21 AM Late Night w/Jimmy Fallon 1237xm-136xm :30 OFA12Z107H \$15.00 NM									
39	09/15/12	09/15/12	NBC Saturday Night Live	1130pm-1am	----S-	:30	1	\$120.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/10/12 09/16/12 ----S- 1 \$120.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 09/15/12 12:51 AM NBC Saturday Night Live 1130pm-1am :30 OFA12G104H \$120.00 NM									
40	09/16/12	09/16/12	NFL Sunday Prime Game	8p-12a	-----S	:30	1	\$1,600.00	NM
Class of Time - Immediately Pre-emptible without notice									

## INVOICE



Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

www.wxii12.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
948760-1	09/23/12	September 2012	08/27/12 - 09/17/12
Advertiser		Product	Estimate Number
Obama/D/President		SKED A -30'S	1536

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
40	09/16/12	09/16/12	NFL Sunday Prime Game8p-12a Class of Time - Immediately Pre-emptible without notice		-----S	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 -----S 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/16/12 11:39 PM NFL Sunday Prime Games 8p-12a :30 OFA12Z107H \$1,600.00 NM									
41	09/16/12	09/16/12	NFL Pre-Game Class of Time - Pre-emptible with notice	7-8p/9p/4p	-----S	:30	1	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 -----S 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/16/12 7:29 PM NFL Pre-Game 7-8p/9p/4p :30 OFA12Z118 \$550.00 NM									
42	09/13/12	09/13/12	Thurs NBC Prime Class of Time - Pre-emptible with notice	Prime Other	---T---	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 ---T--- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Th 09/13/12 9:25 PM Thurs NBC Prime Prime Other :30 OFA12Z107H \$1,000.00 NM									
43	09/13/12	09/13/12	NBC Prime Class of Time - Immediately Pre-emptible without notice	10-11pm	---T---	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 ---T--- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Th 09/13/12 10:41 PM NBC Prime 10-11pm :30 OFA12G104H \$1,000.00 NM									
44	09/12/12	09/14/12	M-Sun Nightly News	630p-7p	--WTF--	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 --WTF-- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 09/12/12 6:51 PM M-Sun Nightly News 630p-7p :30 OFA12Z107H \$600.00 NM									
45	09/15/12	09/16/12	WXII 12 Sa/Su News at 6-8am Class of Time - Immediately Pre-emptible without notice		-----SS	:30	1	\$65.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/10/12 09/16/12 -----SS 1 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 09/16/12 6:53 AM WXII 12 Sa/Su News at 6am 6-8am :30 OFA12Z118 \$65.00 NM									

Total Spots **95**

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$23,125.00</b>
<u>Agency Commission</u>	<b>\$3,468.75</b>
<u>Net Amount Due</u>	<b>\$19,656.25</b>